**SONAKSHI MATHUR**

**Mobile**: 9650766336 ~ **E-Mail**: sonakshimathur@ymail.com

*A Highly motivated, hardworking, dedicated individual, seeking to build a successful career and enhance the skill set in the field of the product with* an organization of repute.

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| **TECHNICAL SKILLS SET**  Intercom  Fullstory  Google Analytics  Mixpanel  MS Office Tools  Lead Squared | **PROFILE SNAPSHOT**     * Certified in Product Management by Udemy. * Experience in Product tools like Mixpanel, Fullstory, and Intercom in deriving product base decisions. * Worked in marketing analytics domain deriving user trends and analysis using soft wares such as Google Analytics and Mixpanel. * 1+ years of hands-on experience in Product Marketing. * Customer-driven team player with a proven track record in delivering projects on time and within budget. |

**ORGANIZATIONAL EXPERIENCE**

**June’19 – Present: Griffex (7Kreinto Private Limited, Gurgaon) as Product Associate in Product Domain**

**Key Result Areas**

* Worked cohesively with development, operations, and management team to ensure the delivery of the product (Griffex) within the allotted timeline.
* Discovered product defects and implemented solutions and mitigation plans via analyzing user activity recordings in Fullstory.
* Derived insights regarding the behavior, overtime trends and purchasing patterns of the user base for Griffex customer services with the help of analytical tools such as Google Analytics and Mixpanel.
* Developed product tours, chatbots, feedback questionnaire for providing user-friendly experience using Intercom tool.
* Developed Wireframes for the product (Griffex) using tools such as whimsical.
* Lead and managed the project teams throughout the project lifecycle, providing them support and guidance on technical and project-related issues.
* Worked with the marketing team to ensure that products and services meet customer’s current and future needs.
* Identified product marketing ideas and opportunities based on industry trends, current market environment, and competitive trends
* Developed strategies to engage users with our product and successfully convert them into customers.

**May’18 – Jun’19: Transweb Global Pvt. Ltd, Noida as Business Development Associate in K12 Industry**

**Key Result Areas**

* Involved in the entire cycle from user-acquisition→user-retention→user-conversion. Worked on generating leads via LeadSquared and user activity analysis on Web and Mobile end.
* Responsible for analyzing end-user behavioral patterns that would allow us to generate better user-conversion numbers and increase revenue.
* Conducted home demo's to analyze User Experience problems and Live App Reviews.
* Devised strategies such as Flash Sales, Active Periods and Parental side of understanding for users to increase sales.
* Introduced Crash Courses, Doubt-solving sessions to compete with top coaching centers thereby increasing the conversion rate from 0.1% to 1.1%.
* Brainstormed the inclusion of IIT based test series which are not available at any platform in a mobile device. Further sub-divided test series into multiple parts for better user-experience)
* Created an entire time-line of the user's journey in the application via strategies such as Study Planners, Mind Maps, and Revision Notes, etc.
* Increase in downloads per day from 100 to 1000 within the first 3 months of app launch.
* Conducted location-based activities such as apartment events and workshops to increase out-reach of application

**INTERNSHIPS**

**Jun’16 – Jul’16: OPTO Electronics India, Dehradun**

**Project:**

* Made a project on Laser Range Finder

**EDUCATION**

* **2018: B.tech**  from Galgotias University, Uttar Pradesh with 7.04 CGPA
* **2014: 12th (Science)** from Grace Academy, Dehradun CBSE with 83.4%
* **2012: 10th** from Grace Academy, Dehradun, CBSE with 8.4 CGPA

**Academic Accolades**

* Won 5th prize in National Science Olympiad in 10th Standard.
* A keen member of the Galgotias Cultural fest organizing committee.
* Volunteered in Blood donation camp.
* Volunteered in Medical camps.
* Volunteered in tree plantation camp

**PERSONAL DETAILS**

**Date of Birth**: 6th September, 1996

**Address**: 65-B Rajpur Road, Dehradun -248001, U.K.

**Languages Known**: English & Hindi